

The Pitch

Video link: <https://vimeo.com/573486281>

Logline

An ad agency and a director duel out the vision for the trendiest chicken nugget of all time. An ode to the agony of the creative process and a construction / deconstruction of an idea.

Synopsis

The Pitch is a satirical short film that spoofs the advertising industry by imagining a potential collaboration between chicken nuggets and bluetooth speakers. Starring Lourdes Hernández, it follows a call between an agency creative and director trying to one up each other on the most important product of the year...vegan chicken nuggets. Ridiculous, absurd, yet only too real, *The Pitch* is a commentary on the agony of the creative process until it all becomes a mess.

Quote

"After working in treatments in-house for a while, my mind was a melting pot of references and buzz words. It was overwhelming to switch modes from different products and looks every day. Our office would do artsy pitches for an alcohol brand, then a fashion campaign, and then aluminium foil or paper towel comedy ads. The wild variety somehow fused in my head to make this idea. I also really wanted to write a love letter to the creative armies and producers that don't get to see their project see the light of day. There's an incredible amount of dead ideas and jobs that deserve to see the light of day. It breaks my heart to know how much art doesn't get seen in the end" - Eno Freedman

Credits

Written & Directed by Eno Freedman Brodmann ([@enoeyes](#))

Starring Lourdes Hernandez ([@russianready](#))

Executive Produced by Kate Galliers ([@kategalliers](#)) & Eno Freedman Brodmann

Production Company - Little Bear Studios ([@littlebearcreates](#))

Produced by Gon Tarragona ([@gontarragona](#))

Tim at Ventrical - Ben Wood ([@bennywood1](#))

Doug - Rick Darge ([@rickdarge](#))

Evelyn at Ginger Rat - Hilary Catherine Smith ([@thehilarysmith](#))

Director of Photography - Jeff Leeds Cohn ([@ieffleedscohn](#))

1st Ac - Mike Stanislawski ([@mikestan](#))

Gaffer - Juan Sebastian Baron ([@jsbaron](#))

Key Grip - Kevin Panigua ([@pt.1](#))

Drone Operator - Ismael Camarena

Stylist - Allison Calhoun ([@allisonvictoria](#))

Wardrobe - Kristi Scarrozzo ([@theladykblog](#))

Production Designer - Simone Moscovitch ([@post_samone](#)) & Bijan Sourì ([@okbrb](#))

Set Dresser & Costume Designer - Lauren Dunn ([@laurdunn](#))

Stills Photographer - Jorge Grau ([@jorgegraudecorral](#))

Make-Up - Jessica Southard

P.A. - Cristian Quintero

Camera P.A. - Diane Cohen

Green Screen Extras - Miles Barfield, Peter Liu, Diane Cohen

Editor - Kat Yi ([@katyiii](#))

VFX - Chaz Chester

Colorist - Mikey Pehanich ([@mikeypackage](#))

Sound Mixer - James Wasserman

Music

Parfum thérémine (Version Acoustique) by L'Imperatrice

Altiplano by Erlend One & La Comitiva

On Yer Feet by Captain Planet

Léviathan by Flavien Berger

Love Soup by Bon Voyage Organisation

Formula 1 by Fatnotronic & Felipe Sá

Additional Original Music by Roger Kleinman ([@rajchrome](#))

Film Development - Fotokem ([fotokem_la](#))

About Eno Freedman Brodmann

Eno Freedman is a commercial and music video director, designer, and classically trained musician. His voice gravitates towards mindful comedy and tasteful satire. Usually painted in rich colors, his filmic worlds try to make the audience laugh and then also feel heartwarmed. His muses are Pedro Almodovar, Charlie Kaufman, George Carlin and Matthew Frost. He began as the in-house Creative Associate at award-winning commercial production company PRETTYBIRD. Prior to PRETTYBIRD, Eno worked with A-list directors and development teams at Wanda, Anorak, Somesuch, and Iconoclast studying the intensity and comedy of the pitch process. His work as a director includes campaign films for Samsung, Soulection, Tidal, Ultra Records, L'Imperatrice, Cherokee, and Anne et Valentin. His training and passion for sound has landed him opportunities to curate music for LVMH, Soho House, Art Basel Miami, and Norwood Arts and many music-gearred projects. Originally from New York City and an NYU Tisch graduate he currently lives and works in Los Angeles.

Web: enoofficial.com